

What is Claimed is:

1. A method executed in a computer system for communicating with at least one member comprising:

5 determining member profile information associated with said at least one member, said member profile information including one of schedule information and member activity information;

 determining vendor profile information associated with a vendor;

10 determining, by said vendor, a predetermined condition and associated action to be taken in response to an occurrence of said predetermined condition;

 selecting said at least one member in accordance with at least one of: said predetermined condition and an occurrence of said predetermined condition;

 automatically determining a preferred mode of communication of said at least one member; and

15 automatically sending a communication in accordance with said associated action to said at least one member using said preferred mode of communication, said communication being customized in accordance with one of said scheduling information and said member activity information.

20 2. The method of Claim 1, wherein said member profile information includes demographic data.

3. The method of Claim 2, wherein said member profile information is stored in a first database and said member profile information is obtained using a portion of vendor profile information and other information from a second different database.

5 4. The method of Claim 3, further comprising:

 organizing information about a plurality of members and organizations in said first database, said plurality of members and organizations being in a hierarchy of at least two levels wherein at least one of a member and organization at a second level is associated with one of a member and organization at a first level.

10 5. The method of Claim 4, wherein a first member at said first level is one associated with at least one organization, and a second member at said second level is a associated with said first member and at least one organization.

15 6. The method of Claim 5, wherein said communication is one of: a customized proposed action, customized information, and customized request, and the method further comprises:

 automatically defining, structuring, and sending said communication to said second member, said communication including information about at least one of:

20 demographic, schedules and other activities of said second member.

7. The method of Claim 6, wherein said vendor is only permitted use access of said member profile information in accordance with a privacy policy associated with said member profile information.

5 8. A computer program product for communicating with at least one member comprising machine executable code for:

 determining member profile information associated with said at least one member, said member profile information including one of schedule information and member activity information;

10 determining vendor profile information associated with a vendor;

 determining, by said vendor, a predetermined condition and associated action to be taken in response to an occurrence of said predetermined condition;

 selecting said at least one member in accordance with at least one of: said predetermined condition and an occurrence of said predetermined condition;

15 automatically determining a preferred mode of communication of said at least one member; and

 automatically sending a communication in accordance with said associated action to said at least one member using said preferred mode of communication, said communication being customized in accordance with one of said scheduling information
20 and said member activity information.

 9. The computer program product of Claim 8, wherein said member profile information includes demographic data.

10. The computer program product of Claim 9, wherein said member profile information is stored in a first database and said member profile information is obtained using a portion of vendor profile information and other information from a second
5 different database.

11. The computer program product of Claim 10, further comprising machine executable code for:

organizing information about a plurality of members and organizations in said
10 first database, said plurality of members and organizations being in a hierarchy of at least two levels wherein at least one of a member and organization at a second level is associated with one of a member and organization at a first level.

12. The computer program product of Claim 11, wherein a first member at said
15 first level is one associated with at least one organization, and a second member at said second level is a associated with said first member and at least one organization.

13. The computer program product of Claim 12, wherein said communication is one of: a customized proposed action, customized information, and customized request,
20 and the computer program product further comprises machine executable code for:

automatically defining, structuring, and sending said communication to said second member, said communication including information about at least one of: demographic, schedules and other activities of said second member.

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